APPRAISAL BULLETIN DECEMBER 24 1948

PUBLISHED IN THE INTERESTS OF REAL ESTATE ANALYST SUBSCRIBERS BY

ROY WENZLICK & CO.

Real Estate Economists, Appraisers and Counselors

Volume XVII Number 58

Copyright 1948 - by ROY WENZLICK & CO. - Saint Louis

SHIFTS OF 100% RETAIL LOCATIONS

SEVERAL times in the past few months, clients have asked our opinion regarding the shifting of 100% retail locations. They were all under the impression that these shifts either took place fairly rapidly or could be induced by changing the location of the districts' leading merchants.

We have been under the impression for quite some time that changes within the downtown district take place very slowly and that, generally speaking, the older the city the slower these changes will be. It is, of course, possible for a large enterprising merchant to establish a branch store in an outlying district and to virtually create a new 100% location. These moves, however, have very little, if any, effect on the location of the 100% spot within the central district.

It is true that the shifting of high-volume retail outlets within a district can tend to hasten the shift of the 100% retail location. It seems a reasonable assumption, however, that in the vast majority of these moves involving leading retail outlets, these outlets move after the trend has already been started. Whenever possible, a large retailer will naturally move toward a 100% spot (following the trend) rather than away from it (in an attempt to draw the 100% spot in his direction).

A few weeks ago we began a survey of 50 cities scattered throughout the country, to determine what shifts had taken place in the various downtown districts. Response to our brief questionnaire was very good - 166 answers were received (71% of our questionnaires were answered). Many of the answers contained detailed information and personal comments regarding this problem. We are very grateful to those clients who took part in this survey, thereby making it possible.

Some of our clients' more pertinent comments are listed below:

Atlanta, Georgia

"Atlanta has two #1 locations, one on Whitehall Street between Hunter and Alabama, which has been a #1 spot for 80 years.

"The second #1 location is on Peachtree Street between Ellis and Cain. This has been developed over the last 15 years."

". . . Peachtree between Ellis and Cain does the highest volume - but the block on Whitehall between Hunter and Alabama has the greater number of shoppers."

City	1948 - 100% Location Reported Most Often	1930 - 100% Location Reported Most Often	Blocks Moved in 18 Yrs.	1948 - 100% Location Also Reported	1930 - 100% Location Also Reported	Blocks Moved in 18 Yrs.
Atlanta, Ga.	Whitehall bet. Hunter & Alabama Peachtree bet. Ellis & Cain	Same Same	0 0			
Baltimore, Md.	Lexington bet. Park & Howard	Same	0	Block bounded by Howard, Lexington, Ewtaw & Saratoga	Same	0
Birmingham, Ala.	Third bet. 19th & 20th	Second bet. 19th & 20th	1			
Boston, Mass.	Washington & Summer	Same	0	Tremont bet. Winter & Avery Washington bet. Winter & Temple	Same Same	0 0
Bridgeport, Conn.	Main bet. Fairfield & Elm	Same	0	N. W. corner Fairfield & Main	Same	0
Buffalo, N. Y.	Main bet. Court & Mohawk	Same	0	Main bet. Court & Eagle	Same	0
Chicago, Ill.	State & Madison	Same	0			
Columbus, Ohio	High bet. Broad & State	High bet. Long & Gay	2	High bet. State & Town High bet. Broad & Gay	Same High bet. State & Town	0 2
Dayton, Ohio	Main bet. Third & Fourth	Main bet. 4th & 5th	1			
Denver, Colo.	16th bet. Champa & Stout	16th bet. Champa & Curtis	1			
Des Moines, Iowa	Walnut bet. 6th & 7th	Same	0	Walnut bet. 7th & 8th	Same	0
Detroit, Mich.	Woodward bet. Grand River & State Gratoit	Same	0	Woodward bet. Grand Circus Park & Michigan	Same	0
Erie, Pa.	State St. bet. 8th & 10th	Same	0	State bet. 8th & 9th	Same	0
Evansville, Ind.	Fourth & Main	5th & Main 3rd & Main	1 1	Main bet. 3rd & 4th Main bet. 4th & 5th	4th & Main 4th & Main	1/2 1/2
Flint, Mich.	Saginaw bet. 1st & Kearsley	Same	0			
Fort Wayne, Ind.	Calhoun bet. Wayne & Washington	Same	0			
Grand Rapids, Mich.	Monroe bet. Pearl & Market	Same	0	Monroe & Pearl Monroe & Market	Same Same	0 0
Hartford, Conn.	Main bet. Temple & Talcott	Same	0	Main bet. State & Talcott	Same	0
Houston, Tex.	Main bet. Rusk & Walker	Capitol & Main	1-1/2	Main bet. Capitol & Dallas Main bet. Capitol & McKinney	Main bet. Texas & Rusk Main & Capitol	2-1/2 1-1/2
Indianapolis, Ind.	Washington & Meridian	Same	0			
Kansas City, Kans.	Minnesota bet. 7th & 8th	Same	0	Minnesota bet. 6th & 8th	Same	0
Kansas City, Mo.	Main bet. 11th & 12th	Same	0			
Knoxville, Tenn.	Gay bet. Union & Wall	Same	0	Gay bet. Union & Church	Gay bet. Union & Wall	1-1/2
Long Beach, Calif.	Pine bet. Broadway & Third	Same	0	Pine bet. 1st & 4th	Pine bet. Broadway & 3rd	0
Los Angeles, Calif.	Broadway bet. 6th & 7th	Same	0	Broadway bet. 7th & 8th	Broadway bet. 5th & 6th	2
Louisville, Ky.	Fourth St. bet. Walnut & Chestnut	4th bet. Liberty & Walnut	1	4th bet. Liberty & Guthrie	4th bet. Liberty & Walnut	1/2
Madison, Wis.	Mifflin bet. N. Carroll & N. Pinckney	Same	0	W. Main bet. Pinckney & Monona Pinckney bet. Washington & W. Main Mifflin bet. Wisconsin & Pinckney	Same Same W. Main bet. Pinckney & Carroll	0 0 2-1/2

					& Carroll	
Minneapolis, Minn.	Nicollet bet. 7th & 8th	Same	0			
Nashville, Tenn.	5th & Church	Same	0	Church bet. 5th & 6th 5th bet. Church & Union	5th bet. Church & Union Same	1 0
New Haven, Conn.	Chapel bet. Church & Orange	Same	0	Block bounded by Church, Chapel, Temple & Center	Chapel bet. Church & Orange	1-1/2
New Orleans, La.	800 block Canal Street	900 block Canal Street	1			
Norfolk, Va.	300 block Granby	Same	0	300 block Granby	Granby bet. Tazewell & College	1
Oakland, Calif.	Washington bet. 12th & 13th	Washington - 11th to 12th	1	20th & Broadway 19th & Broadway Washington bet. 12th & 14th 21st & Broadway	Washington bet. 12th & 13th Washington bet. 12th & 14th Washington bet. 12th & 14th Washington bet. 12th & 14th	6-1/2 5 0 8
Omaha, Nebr.	16th bet. Farnam & Douglas	Same	0	16th bet. Dodge & Harvey	16th bet. Farnam & Douglas	0
Phoenix, Ariz.	Block bounded by Central, Adams, First & Washington	Same	0	Washington bet. 1st Ave. & 1st St.	Same	0
Portland, Maine	Congress bet. Brown & Oak	Same	0	Block bounded by Oak, Free, Congress & Brown	Same	0
Portland, Oreg.	Alder bet. 6th & Broadway	Same	0	5th & Alder Alder bet. 5th & Broadway Broadway & Alder	Same Alder bet. 5th & 6th Same	0 1/2 0
Rochester, N. Y.	Main bet. St. Paul & Clinton	Same	0	Main & Clinton	Same	0
Sacramento, Calif.	K St. bet. 9th & 10th	K St. bet. 8th & 9th	1	K St. bet. 8th & 10th 10th & K St.	K St. bet. 7th & 10th 10th & K St.	1/2 0
St. Louis, Mo.	W. side 6th, bet. Locust & St. Charles	Same	0			
St. Paul, Minn.	7th & Wabasha	Same	0	7th & Robert 7th & Wabasha Wabasha-5th-St. Peter-6th 7th bet. Wabasha & Minn.	7th & Cedar 7th & Robert 7th & Cedar Same	2 3 3 0
San Antonio, Tex.	Houston bet. St. Mary's & Presa	Same	0	Houston bet. St. Mary's & Navarro	Same	0
San Francisco, Calif.	Market bet. 4th & 5th	Same	0	Market bet. 5th & 6th Market & 5th Grant bet. Market & Post	Same Same Market bet. 4th & 6th	0 0 3
Seattle, Wash.	Pike bet. 3rd & 4th	Pike bet. 2nd & 3rd	1	4th & Pike 3rd & Pike	3rd & Pike 3rd & Pike	1 0
Spokane, Wash.	Riverside bet. Howard & Wall	Same	0	Main & Post Main bet. Wall & Howard	Main bet. Wall & Howard Same	1-1/2 0
Springfield, Mass.	Main St. bet. Bridge & Vernon	Same	0	Main & Vernon	Same	0
Syracuse, N. Y.	300 block of S. Salina	Same	0			
Tacoma, Wash.	Broadway bet. 9th & 11th	Same	0			
Toledo, Ohio	S. E. corner Adams & Superior	Same	0	Adams bet. Summit & Huron Adams bet. Huron & Superior Adams bet. St. Clair & Huron	Summit bet. Jackson & Monroe Adams & Superior Adams & Superior	5 1/2 0
Topeka, Kans.	700 block Kansas	600 block Kansas	1	600 block Kansas 700 & 800 block Kansas	600 block Kansas 600 block Kansas	0 1-1/2

Birmingham, Alabama

"Woolworth and Kress. Both have moved to Third Avenue, North, and 19th Street (in the present 100% block)."

Chicago, Illinois

". . . It is obvious also that retail business in Chicago has trended northward along Michigan Avenue north of the river for a number of years, but in our opinion this trend has not changed the fact that the 100% retail location is still in the Loop."

"The four corners of State and Madison Streets are without a doubt the 100% retail locations in Chicago, and have been since the Chicago Fire."

Des Moines, Iowa

". . . The 100% retail location in Des Moines is the north side of Walnut Street between Sixth and Seventh Streets. The tenant on 50% of this area is the S. S. Kresge Company, who entered into the lease at this location in 1906."

Erie, Pennsylvania

"Our 100% retail location is definitely the west side of State Street from Eighth to Tenth Streets. There has been no change in this situation since about 1912."

Evansville, Indiana

"Evansville is probably one of the few cities in the country where business moved away from the river and now shows a slight trend back to the river."

Grand Rapids, Michigan

"The 100% block in Grand Rapids is the south side of Monroe Avenue, between Pearl Street and Market Avenue. The 100% point has shifted around in this block for many years. We expect it to shift somewhat to the east in the next few years due to a shift of one of the large department stores."

and a slight difference of opinion -

"For many, many years the No. 1 spot in Grand Rapids has been Campau Square, at the corner of Pearl and Monroe Avenue. There are indications that the shift of a large department store will influence the trend for this spot to shift further up Monroe Avenue."

Houston, Texas

"I have conferred with several of our best realtors, and about the best we can say is that it (100% location) is between Capitol and McKinney on Main. However, the trend is working which will move it further south than now."

Kansas City, Kansas

"Retail business on Minnesota Avenue seems to be shifting west."

"The 600 block on Minnesota Avenue, north side, is the 100% block. However, the 700 block on Minnesota, north side, is rapidly overtaking it; rents on the north side of the 700 block are the same as the 600 block. The 500 block has definitely slipped. Apparently 7th and Minnesota is the focal point rather than 6th and Minnesota."

Louisville, Kentucky

"The 100% intersection is at Fourth and Walnut, the 100% corner is the northwest corner of Fourth and Walnut. The 100% section is from Liberty to Guthrie on the west side of Fourth Street. The trend is southwardly."

Nashville, Tennessee

"Fifth and Church Street. This was the 100% location 20 years ago and I consider it the 100% location today. Sixth and Church has improved greatly but Fifth and Church is still best."

Norfolk, Virginia

"100% - east side 300 block of Granby for ready-to-wear. Heavy traffic from Penney's to northeast corner of Granby and Freemason. Thirty years ago Main Street (4 blocks away) was 100%."

Omaha, Nebraska

"Sixteenth Street between Farnam and Douglas - west side - and has been for 25 years and I think will be for 25 years more."

Portland, Maine

". . . 100% retail location in Portland Maine, is on the southerly side of Congress Street between Brown and Oak Streets. It is my opinion that this location is anchored for some time to come."

St. Paul, Minnesota

"I believe it would still be 7th and Wabasha; however, the tendency is away from the Loop District, but this development is held back by high construction costs."

San Francisco, California

"South line of Market Street between 5th and 6th. Has been the same for 40 years."

Syracuse, New York

"The 100% retail location in Syracuse is on the east side of South Salina Street in the 300 block or the first half of the 400 block with a definite trend away from the Woolworth location at Fayette Street toward the Kresge location near Jefferson Street. This has been caused largely by new W. T. Grant and McCrory stores in the 400 block."

The questionnaire used was very brief. It simply asked, "Where, in your opinion, is the 100% retail location in your city today? Where was it in 1930?"

The results of this survey are shown in the table on pages 504 and 505. Quite naturally, all of the answers from each city did not agree. The table, therefore, shows the 100% locations reported most frequently, and those locations "also reported." In the columns showing the 1930 locations, the word "same" appears frequently. This means that the 1930 100% location was the "same" as the 1948 100% location. In other words, the word "same" refers to the location to its left in the table and not to the location above it.

In most cities, although there was disagreement as to the exact location of the 100% spot, there was general agreement as to how far it had moved. For example, in Grand Rapids, most answers placed the 100% spot on Monroe between Pearl and Market both in 1930 and in 1948. One other answer located the 100% spot at the corner of Pearl and Monroe, for both periods, and another placed it at the corner of Market and Monroe for both periods. Both of these answers, while disagreeing slightly with the majority, did agree, however, that the 100% spot had not moved.

Most answers from Columbus, Ohio, indicated that a shift of two blocks has taken place since 1930. This was the only city where the majority felt such a large shift had occurred. There was one answer from Columbus that indicated no change.

Oakland, California, presented the widest variation of answers. Out of six answers, only two were in agreement as to the location of the 100% spot. Two answers placed the No. 1 location on Washington between 12th and 13th in 1948, and one block away, between 11th and 12th, in 1930. The other four answers were in wide disagreement as to the present location, although there was general agreement as to the location in 1930.

Answers from St. Paul, Minnesota, also showed a good deal of disagreement.

Twenty-seven (54%) of the 50 cities showed no movement since 1930. There was disagreement as to the location of the 100% spot, but each answer placed the location in the same spot for the two periods 1930 and 1948. Eleven cities showed movement of one block or less. Therefore, 38 cities (or 76%) showed a shift of not more than one block.

In eight of the 12 cities where answers indicated a move of more than one block the majority of the answers indicated no movement. For example, the majority of the answers from St. Paul indicated no movement, but one answer reported a shift

of two blocks, and two answers reported a shift of three blocks.

The majority of San Francisco answers reported no movement, but one answer reported a move of three blocks.

If only the majority "decisions" are considered, 39 cities (78%) show no movement, and 49 cities (98%) show movements not exceeding one block.

While this rather limited survey cannot be classed as conclusive evidence of the stationary nature of 100% locations, it does indicate quite strongly that these movements take place more slowly than is commonly believed.

At some later date we intend to extend this survey to other cities, and will report the results in a single table.